



## **FY2014 Performing Arts Directory**

**Application Deadline: March 15, 2013**

The Kentucky Arts Council strongly encourages you to read and understand the Performing Arts Directory guidelines and instructions before accessing the online application.

Like all programs of the Kentucky Arts Council, the Performing Arts Directory is guided by the arts council's core values. Successful applications will embody these core values, and all applicants are strongly encouraged to read and reflect upon them before submitting an application.

### **[Core Values of the Kentucky Arts Council](#)**

## **Guidelines**

### **Program Purpose**

The purpose of the Performing Arts Directory is to promote, showcase and provide professional development opportunities to a diverse selection of Kentucky's finest contemporary and traditional performing artists.

### **Goals**

- Provide experienced, professional performing artists with opportunities to connect with performing arts venues
- Provide training for artists to better market themselves as professional performing artists
- Support the artistic growth of outstanding professional artists

### **Who May Apply**

- Professional individual artists, companies or groups in dance, theater, music and storytelling may apply.
- Applicants must be 18 years of age or older. Student-based performance groups must perform regularly off-campus for professional fees.
- Applicants must have been full-time Kentucky residents for at least six months prior to the application deadline and remain full-time residents for the program participation period.

- Performing groups must include a majority (more than 50 percent) of Kentucky residents as members. Applicants must be U.S. citizens, lawfully admitted to the U.S. for permanent residence or have permission from the Department of Homeland Security to work permanently in the U.S.

### **Data Universal Numbering System (DUNS) Number**

The arts council requires all applicants to this program have a DUNS number. Dun & Bradstreet keeps track of more than 70 million businesses worldwide through its Data Universal Numbering System. In recent years, the DUNS number has become increasingly important as an arts advocacy tool for both federal and state governments (e.g., the National Endowment for the Arts and the Kentucky Arts Council) and national arts organizations (e.g., Americans for the Arts). Organizations use data from DUNS number applications to demonstrate the power of the arts to stimulate economic activity and create jobs.

**NOTE:** It may take up to thirty (30) days for your DUNS application to be processed. We recommend that you submit your application immediately.

### **Program Description**

The Performing Arts Directory is an adjudicated roster of Kentucky professional performing artists who have an established performance history. It is a marketing program that offers roster members professional development and a variety of opportunities to promote their performance work, including a detailed entry in the online directory. In addition, the Directory is used by in-state and out-of-state presenters and others as a resource for identifying artists for performance bookings and projects.

### **Performance Expectations**

Applications will be assessed using the following performance expectations.

#### **1. Artistic Excellence (70%)**

- Excellence of artist's current work
- Originality of artist's current work
- Professional staging and presentation

#### **2. Performance Experience (20%)**

- Understanding of and experience with performance contract negotiations
- Ability to communicate performance technical requirements
- Performance history

#### **3. Marketing Capacity (10%)**

- Effective communication and marketing materials
- Effective use of electronic media, e.g. Facebook, YouTube, etc.

You may wish to refer to the [Panelist Assessment Sheet](#) to better understand how your application will be evaluated.

## **Supporting Materials**

Supporting materials are used by the arts council and others for promotional and marketing purposes. Supporting materials include biographies, work samples and press kits. **Supporting materials will not be returned.**

### **Required Supporting Materials**

#### **Biographies**

Biographies tell the panelists who you are, where you are from, your performance style, group members' names and instruments (if applicable), venues in which you have performed, other performers with whom you have performed, important projects in which you have been involved and any other relevant information. Biographies can be written for an individual or for a group collectively and may be included as a part of your press kit.

#### **Work Samples**

Work samples are the primary means by which panelists assess artistic and professional quality. Carefully consider your choice of work samples in relation to the program's performance expectations. You must submit four copies of each work sample. Be sure to also describe important points about the quality, scope and depth of your work in the application narrative.

Do **not** submit masters or one-of-a-kind recordings.

Work samples must support the selected discipline or medium. Applicants must submit work completed within the past three calendar years (i.e., for the application deadline of March 15, 2013, eligible work will have been created between Jan. 1, 2010 and March 15, 2013). You may submit up to three work samples, but panelists will review no more than 10 minutes total of work samples per application.

Any applicant applying as a solo artist must submit at least one work sample of the applicant performing solo. Any solo applicant submitting work samples that include a group of performers must identify him or herself on the work sample index.

Information about all work samples must be uploaded to the Work Sample Selection section of the application, and four copies of all work samples on CD or DVD must be mailed to the arts council with the completed and signed application PDF. You must label each CD or DVD with the artist's name, application number and the title and running time of each work sample.

#### **Press Kits**

Applicants to the Performing Arts Directory are required to submit four copies of a hard-copy press kit or the link to an electronic press kit (EPK). The following list will help you prepare materials that are contained in a standard press kit. These materials do not

have to be expensively produced, but they should be professional, neatly assembled and easy to read.

Your application press kit must contain the following:

- **Demo recording:** Attractively packaged CD or DVD with a listing of the contents. The demo provides an opportunity for the presenter to hear or see your performance material. Required work samples may be included in hard copy press kits as demo recordings, however digital, online demo recordings in EPKs cannot be accepted as work samples.
- **Photographs:** Two or more high quality, printed publicity photographs or high resolution images of the artist or group. Images must be submitted in printed press kits as JPEGs on CD or in EPKs as downloadable, print quality images. At least one image must be a performance shot. Images should be of the highest quality possible and must be of reproducible quality. Poor quality images reflect badly on the professionalism of the artist and will result in reduced scores from the panelists. When artists are selected for the arts council's Performing Arts Directory, artists' images are used in the online directory and, at times, on arts council signs, flyers, ads and brochures.

It is suggested that performers have color as well as black-and-white images available for promotional use.

You must also upload one promotional image to the online application. For detailed instructions on preparation, formatting and submission of digital images, see the arts council's guide on [Image Preparation](#).

- **Biography:** Details about the group or individual artist. Include information about your performance style, where you have performed, with whom you have performed and/or important projects in which you have been involved. The biography should include any information that will be relevant to a presenter seeking performers. The required application biography may be included in your press kit.
- **Marketing Copy:** No more than 250 words in length, marketing copy should be written in the third person. It should include a description of the artist or group and the type of performance(s) offered for bookings through the directory.
- **Technical Requirements:** Provide a stage layout and a list or description of your minimum technical needs, including sound reinforcement, lighting, stage size and composition, and other needs.  
**Contact information:** Your booking contact's name, phone number, e-mail address, mailing address and website address should be listed on all press kit material.
- **Business card**

## **Optional Supporting Materials**

You may submit additional supporting materials such as performance programs; press clippings, including reviews and feature stories; letters of support from presenters who have hired you; and other relevant information that will help give the panel an understanding of your performances. Clearly mark each item with your name. Other optional supporting materials include:

- **Residency and workshop descriptions (if applicable):** Include information about the types of activities you can provide including the length of each, what participants will experience, participant limits, expected outcomes and any special requirements for each.
- **Reproducible art and copy:** Include designs and text for flyers, posters and programs.
- **Adaptable press releases:** Provide written copy that can be locally adapted and used by presenters as press releases. If selected for the Performing Arts Directory, the above materials may be used on the arts council website and in other promotional materials.

## **Restrictions**

- Performers whose repertoire consists primarily of covers of contemporary music or songs that are not in the public domain are not eligible to apply.
- Vocalists who rely on pre-recorded music for accompaniment are not eligible to apply.
- Variety acts are not eligible to apply.

## **Participation Requirements**

In order to maintain eligibility, participants of the Performing Arts Directory must:

- Re-apply and be approved for inclusion again within two years. Artists who jury in twice consecutively must re-apply every five years. Artists who leave or are dropped from the directory for any reason must repeat the application process.
- Applicants must designate a qualified person with whom presenters can conduct business.
- Comply with program guidelines.
- Complete an annual Data Sheet Form upon request of the program director.

- Comply with all rules for participating in Kentucky Arts Council events.
- Behave in a professional manner during arts council events and when responding to leads generated by the program.
- Acknowledge the arts council in all published materials and announcements (print and electronic) including websites, advertising promotions, news releases, printed programs, catalogs, flyers, posters, literature and other publicity, per Logos and Acknowledgments.
- Directory artists who experience a change in status (such as switching from a solo act to a group act or from one performance genre to another) must reapply. If you are uncertain as to whether or not you need to reapply to the directory, contact the program director.
- All incoming Performing Arts Directory artists are required to attend a day-long orientation and training on Wednesday, June 19, 2013, in Frankfort. Returning directory artists are encouraged, though not required, to attend.

## **How to Apply**

- Thoroughly read the guidelines and instructions prior to beginning the application.
- Secure a Data Universal Number System (DUNS) number.
- Access and complete the online Performing Arts Directory application.
- Review of “in-process” status applications prior to final submission (must be requested no less than two weeks prior to application deadline).
- Submit a hard copy of your application and all supporting materials in accordance with the timeline below.
- Following the deadline, your application will be reviewed by the program director, who may contact you if clarification is needed.

## Program Timeline

Application deadline	March 15, 2013
Postmark deadline for submission of paper copy of the application and attachments	March 18, 2013
Review of applications by panel	April/May, 2013
Arts council board reviews panel recommendations	June 2013
Applicant notification	As soon as possible after board meeting
Program Agreement Form due	June 19, 2013
Artist orientation/training	June 19, 2013

## Application Deadline

Completed application forms must be submitted via the Kentucky Arts Council's online application system by 11:59 p.m. Eastern time, **March 15, 2013\***. Upon online submission, applicants will receive a confirmation e-mail with the application PDF attached. (If you do not receive a confirmation, contact the arts council immediately.) Print and sign the PDF in red ink and mail or deliver it to the arts council by **March 18, 2013\***, with any required documents and supporting materials, in accordance with the program guidelines. The PDF and materials must be: 1) officially postmarked by U.S. Postal Service, or 2) delivered by a shipping service (e.g., UPS, Federal Express, etc.) with a paid receipt on or before the deadline date, or 3) hand delivered to the arts council office no later than 4:30 p.m. on the deadline date. If the arts council does not receive the printed and signed PDF with attachments by the deadline date via one of the three delivery options above, your application will be considered ineligible.

**Packages dated with internal postage meters and applications sent by FAX or e-mail will not be accepted. Please be aware that your post office may not automatically use a dated postmark. It is highly recommended that you request hand cancellation with the date included.** Note: due to postal regulations, all packages over 13 ounces must be given directly to a postal clerk at a post office, not dropped in a postal box.

\*If either the electronic-submission or PDF-submission deadline falls on a Saturday, Sunday or state or federal holiday, the deadline date will be the following day that is not a Saturday, Sunday or a state or federal holiday.

## Program Support

The arts council offers the following support to ensure that the program standards and goals are met:

- Representation on the arts council website via the Performing Arts Directory online directory which may be accessed at <http://artistdirectory.ky.gov/Pages/PerformingArtistDirectory.aspx>.

- Access to the Kentucky Peer Advisory Network (KPAN), which provides consultation in specific professional areas.
- Opportunities for Performing Arts Directory artists to be presented to in-state and out-of-state presenters (Kentucky On Stage, a performer showcase and booking conference, is one such opportunity).
- Performance and marketing opportunities in association with other arts council programs, including Kentucky Crafted: The Market.
- Referrals to presenters, community groups, schools, businesses, governmental agencies and others requesting assistance identifying high-quality performing artists.

## **Artist Selection**

A panel of arts professionals, knowledgeable about contemporary and traditional performing arts, will review all applications to the Performing Arts Directory according to the performance expectations. Be aware that panelists may be unfamiliar with Kentucky's artists and traditional styles.

## **Appeals**

There are no appeals in this category.

## **Program Agreement Form**

Successful applicants will receive a Program Agreement Form (PAF), which will detail their rights and responsibilities as an adjudicated participant of the Performing Arts Directory. Successful applicants must agree to the terms, sign the form and return it to the arts council within 15 days if they choose to participate in the program.

## **Performing Arts Directory Data Sheet**

All Performing Arts Directory artists must submit an annual data sheet. A link to the data sheet will be e-mailed to participants each year. If a Performing Arts Directory artist fails to submit the required data sheet, the arts council will accept no future applications from that artist and the artist's online directory page will be suspended until an acceptable data sheet is received.

## **For More Information**

The arts council welcomes all questions regarding this program. For more information, please contact:

Tamara Coffey  
Individual Artist Director  
888-833-2787  
502-564-3757, ext. 479  
[tamara.coffey@ky.gov](mailto:tamara.coffey@ky.gov)



# Instructions

## Accessing the online application

Applications for this program are made through Kentucky Arts Services OnLine (KASOL) located at [www.culturegrants-ky.org](http://www.culturegrants-ky.org). If you have not used KASOL before, you will first set up a new profile. Once established, your profile remains on the system year after year for future applications. Be sure to file your username and password in an accessible place in order to ensure that you can access the profile.

If you are unsure whether you have an existing KASOL profile, contact the arts council at 888-833-2787. **Do not create a duplicate profile.**

## Requirements for Eligibility

You must have been a full-time Kentucky resident for at least six months prior to the application deadline and remain a full-time resident for the program participation period. Performing groups must include a majority (more than 50 percent) of Kentucky residents as members. For proof of residency, you must submit a copy of two of the following at the time of application:

- Kentucky drivers license, which includes the date issued and expiration date
- State of Kentucky identification card, which includes the date issued and expiration date
- Kentucky voter registration verification (downloadable from the State Board of Elections' Voter Information Center website at <https://cdcbp.ky.gov/VICWeb/VIC>)
- Kentucky state income tax form (740 series) for the most recent year

## Online Application - Section by Section Instructions

### Sec. 1 - Applicant Information

Fill out this section accurately and completely; additional instructions are included in the application itself.

### Sec. 2 - Performance History

The performance history will provide panelists with a good idea of where you have performed and the length of time that you have been performing, and will be the basis for their evaluation of the Performance History criterion, which falls under the Performance Experience portion of the scoring rubric. If you have been performing for many years, focus on performances at the most important venues from the past two to four years. Artists with a long performing history should begin with a brief, one-paragraph description of that history and follow with a list of important venues from the last two to four years.

Demonstrate a range of venues and the length of time that you have been performing. Include presenter name, venue name, city, state and performance dates (see below).

**Sample performance history:**

Performance History

Hard Working Band  
Darla Jones, manager  
Phone: 859-555-5555  
Cell phone: 859-505-5050  
E-mail: [djones@hardworkingband.com](mailto:djones@hardworkingband.com)  
Website: [www.hardworkingband.com](http://www.hardworkingband.com)

The Hard Working Band has been performing professionally since 1989 and has toured across the United States as well as Great Britain and Ireland, including performances at the England-Ireland Traveling Festival Tour in 1992, the Los Angeles Forum in Los Angeles, Calif., with Big Time Well-Paid Ensemble in 1999 and the Smithsonian Folklife Festival in Washington, D.C., in 2006.

**2013**

presented by Solid Gold Productions (opened for Big Time Well-Paid Ensemble)

Rupp Arena  
Lexington, KY  
March 10 - 12, 2013

presented by Edenville Arts Consortium  
Edenville High School Auditorium  
Edenville, KY  
March 1, 2013

presented by Glema Mahr Center for the Performing Arts  
Glema Mahr Center for the Performing Arts  
Madisonville, KY  
February 18, 2013

presented by Billington Jaycees and Billington Rotary Club  
Billington Volunteer Fire Department (one of three featured bands)  
Billington, KY  
January 28, 2013

(Repeat format above to include a variety of venues over a two to four year period.)

**Sec. 3 – Resume**

You must submit an artistic resume focusing on your background and experience as it applies to the style of performance in which you are applying. Ensembles and groups may submit a company resume that includes information about the lead artists. Resumes must include three professional references with current contact information, including e-mail address.

## Sec. 4 – Narrative Questions

Your application will be evaluated by the panel based upon your work samples, performance history, resume and responses to the narrative questions, which represent an opportunity to describe to the panel important points about the quality, scope and depth of your work. Respond to the introduction and to each of the performance expectations in the narrative answer box provided. Include complete information on each bulleted item, in the order listed, when writing your introduction and narrative. *To assist panelists in reading your application, duplicate the heading of each section and the number of each performance expectation before your response to that item.*

### Introduction

- Briefly describe you or your group or ensemble. Include information on each performer and/or technician involved in performances.
- Briefly describe your genre, discipline or style of performance and your experience performing in your genre.
- Briefly describe a typical performance.
- State your price range for a typical performance.

### Performance Expectations

#### Performance Experience (20%)

NOTE: Emerging artists are welcome to apply to the Performing Arts Directory; however, all applicants must have professional experience and demonstrate a commitment to performing outside of their home community.

1. Describe your approach to and experience with performance contract negotiations, focus on how you negotiate with presenters.
2. Explain how you determine your technical requirements for a performance and how you communicate these requirements to the presenter.
3. Performance history. (This performance expectation is scored according to the information provided in **Sec. 2 - Performance History**.)

#### Marketing Capacity (10%)

This score will be based upon the effectiveness of your press kit, your current methods of marketing your performances and your plans for increasing or expanding your marketing efforts. See **Part I - Guidelines: Supporting Materials** for more information on press kits.

1. Describe your current methods of marketing yourself to potential presenters and the marketing materials and assistance you provide to presenters who book you.
2. Describe your use of electronic media, e.g. Facebook, YouTube, etc.

## Sec. 5 – Work Sample Selection

### Performance Expectations

#### Artistic Excellence (70%)

No written information is required for Artistic Excellence. This criterion is solely determined through submitted work samples. Be sure to carefully review **Part I - Guidelines** for specific instructions on work samples. Work samples will be reviewed for:

- Excellence of artist's current work
- Originality of artist's current work
- Professional staging and presentation

Please see **Part I - Guidelines** for additional work sample submission information.

To add information about a work sample to your application's work sample index, click the button to enter the appropriate bank ("Image Bank," "Audio Bank" or "Video Bank"). Select an existing sample or click the "Add Sample" button at the top of the page. You will then be asked to enter information describing the sample. Fill out each field accurately and completely, and click the "Add Sample" button at the bottom of the page. This will save the information to your work sample bank.

Once you have saved the requested information for each of your work samples, you must attach them to your application by clicking the "Make Selection" button under the appropriate heading(s). On the sample selection page, click the check box next to each sample you wish to attach to this application, then click the "Save" button at the bottom of the page.

**Note:** Each sample can only be attached to a single active application at any given time and once attached will be marked as "committed." If you wish to use a sample that is currently committed to another application in the KASOL system, simply identify the sample in the appropriate sample bank, and click "Duplicate." You may then modify the information for the duplicate and attach it to this application.

**Dance and Theatre:** Submit up to three different video samples of performance work. Performances may consist of individual pieces or a series. The three samples may be combined onto one DVD if chapters are provided. **Four copies of this DVD must be submitted with the printed copy of your application.** If chapters are not provided, the work samples must be submitted on three separate DVDs, and four copies of each must be submitted for a total of 12 DVDs. The total length of all work samples may not exceed ten minutes.

**Music:** Submit at least one but not more than two audio work samples and at least one but not more than two video work samples on CD and DVD. **Four copies of the CD and DVD must be submitted with the printed copy of your application.** The total length of all work samples may not exceed ten minutes.

**Storytelling:** Submit up to three different video samples on DVD, following the same requirements for dance, theatre and music. **Four copies of this DVD must be submitted with the hard copy of your application.** The total length of all work samples may not exceed ten minutes.

### **Sec. 6 – Submitted Materials**

This section allows you to review the information that will appear in your work sample index. You may re-arrange the order of the samples by clicking the “Move Up” or “Move Down” buttons.

### **Sec. 7 – Application Checklist**

No response is necessary, though you should review these instructions carefully to ensure that your application meets all requirements for eligibility.

### **Sec. 8 – Submit**

Select the check box to agree to the certifying statement.

You must complete the following four steps to properly submit your application for panel review:

1. Click the “Preview Application” button. This will open your application in Adobe Acrobat Reader. Review it. This is the application the panelists will see. (If changes are required, close the Adobe program. You will be returned to the submission page and can go back and make revisions.) If the application looks acceptable, continue to Step 2.
2. Print the application, then close the Adobe program. You will be returned to the submission page.
3. Click the “Submit” button. Once you do this, you will no longer have access to the application to make changes. You will receive an e-mail confirmation of the receipt of your application, a PDF of your completed application attached. You will also be able to view your application (in a PDF file) from your main page.
4. Sign the application in **red** ink. Mail one signed copy of your application printout by the deadline stated in the guidelines. Include the appropriate supplemental materials per your checklist.

Mailing address for completed application:

Kentucky Arts Council  
21st Floor, Capital Plaza Tower  
500 Mero Street  
Frankfort, KY 40601-1987

After following these four steps, you will be returned to your main page. You should see the application marked as "received" with an application number assigned to it. If this does not occur, please contact the grants manager at 1-888-833-2787.

NOTE: An application will not be considered eligible until both the electronically submitted KASOL application and the printed copy with required supporting materials have been received by the Kentucky Arts Council.